

## CHAPTER 3     Project Description

The proposed project is the Beach-Edinger Corridors Specific Plan (Specific Plan), which is a plan to promote and support investment opportunities that would enhance the beauty and vitality of these primary commercial corridors in the City of Huntington Beach (City). This chapter provides a detailed description of the proposed Specific Plan.

### 3.1     EXISTING PROJECT SITE CHARACTERISTICS

#### 3.1.1     Project Location

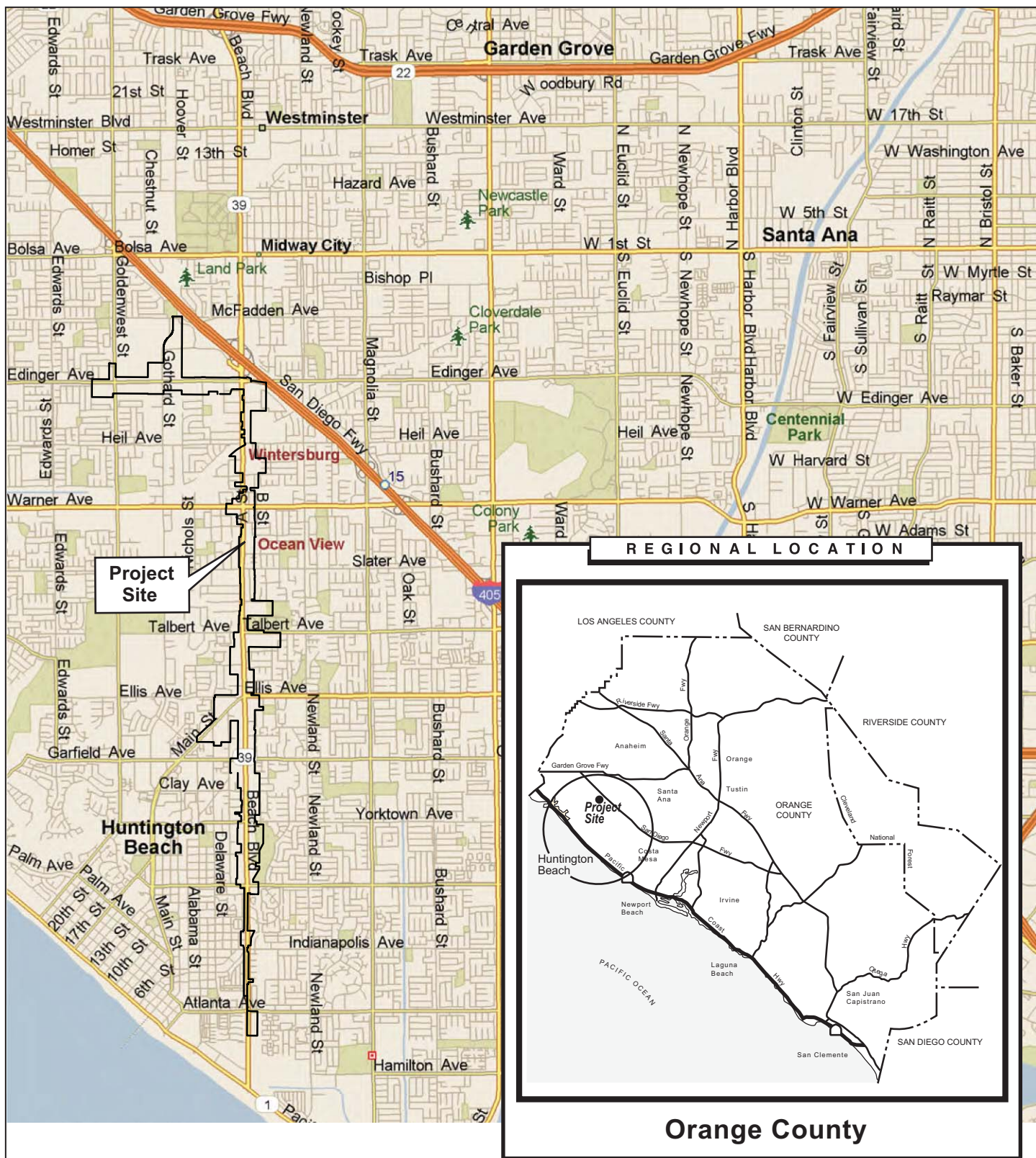
The project site, which is also referred to as the project area in this EIR, is the area encompassed by the Specific Plan. The project site extends along Beach Boulevard, from the Coastal Zone boundary in the south to Edinger Avenue, and along Edinger Avenue from Beach Boulevard westward to Goldenwest Street. The total acreage of the Specific Plan is approximately 459 acres.

Beach Boulevard runs roughly through the center of the City and is one of four arterial corridors in the City providing a continuous north-south connection between Pacific Coast Highway and Interstate 405 (I-405). Edinger Avenue runs due east/west and is one of only four City arterials that cross I-405. The portion of Edinger Avenue within the project site runs along the southern edge of Golden West College and the Bella Terra shopping mall and intersects with Beach Boulevard immediately south of the I-405 interchange. While the Coastal Zone boundary abuts the southern edge of the project site, the boundaries of the Specific Plan are not within the Coastal Zone. Figure 3-1 (Project Vicinity and Regional Location Map) illustrates the project site's regional location and vicinity.

#### 3.1.2     Existing Land Uses

In total, the project site contains approximately 6,262,174 square feet (sf) of existing development (Huntington Beach 2008b). Currently, the primary land use within the Specific Plan is commercial (including a variety of retail and office uses), as well as residential uses south of Adams Avenue along portions of Beach Boulevard. Commercial uses account for approximately 5,741,598 sf of existing development. In addition, there are 303 hotel rooms (approximately 139,369 sf) and 264 hospital beds (381,207 sf) within the Plan's boundaries. The overall square footage approximation does not include estimated square footage of the 493 existing residential units.

In general, Beach Boulevard north of Adams Avenue is dominated by single-story "strip center" commercial- and retail-oriented uses. At most major intersections (where cross streets provide access to I-405), neighborhood serving retail uses, such as pharmacies, banks, coffee shops, and other convenience uses, are clustered. The larger clusters typically contain supermarkets or other retail anchors.



Source: Microsoft Streets and Trips, 2006.

**FIGURE 3-1**  
**Project Vicinity and Regional Location Map**

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A significant number of auto dealerships are located along Beach Boulevard between Yorktown Avenue and Heil Avenue. Office and medical-office uses within the Specific Plan boundaries are fairly limited. In many cases, office tenants occupy retail shop-front space in strip commercial buildings. The three largest concentrations of office and medical office uses along Beach Boulevard include (1) a mid-rise office building at Warner Avenue, (2) Huntington Beach Hospital and nearby office-medical development at Newman Avenue, and (3) Hoag Health Center and nearby office development near Yorktown Boulevard.

Figure 3-2 (Existing Land Use) illustrates the location of the various existing land uses within the Specific Plan.

### 3.1.3 Surrounding Land Uses

The Specific Plan boundaries are primarily defined by the irregular edges of the residential neighborhoods that lie immediately to the east and west of the corridors. The transition from commercial development along Beach Boulevard and Edinger Avenue to the adjacent residential uses is generally abrupt. Commercial parking lots and loading areas are adjacent to single-family homes. The exception to this condition is along the residential segment of Beach Boulevard, south of Adams Avenue, where housing lines the corridor.

### 3.1.4 General Plan/Zoning Designations

The Specific Plan includes various existing General Plan land use designations, including: Commercial General, Commercial Neighborhood, Commercial Office, Commercial Regional, Industrial, Mixed Use, Mixed-Use Vertical, Public, Residential Low Density, Residential Medium Density, Residential Medium-High-Density, and Right-of-Way. The existing General Plan designations are shown in Figure 3-3 (General Plan Land Use Designations). As part of the proposed project the General Plan designation for properties included in the Specific Plan would be changed to Mixed-Use (M-sp), denoting that development is governed by a Specific Plan.

The Specific Plan area has several existing Zoning Designations, including Commercial General, Commercial Office, Industrial General, Industrial Limited, Residential Low Density, Residential Medium Density, Residential Medium-High Density, Right-of-Way, and Specific Plans.

The southern portion of the Specific Plan area at the southeast corner of Atlanta Avenue and Beach Boulevard includes the commercial portions of the Seabridge Specific Plan [SP3] and the mid-portion of the Specific Plan area south of Five Points includes Pacifica Community Specific Plan [SP2].

## 3.2 PROJECT BACKGROUND

New developments along Beach Boulevard and Edinger Avenue have remained consistent with the City's General Plan and Zoning Code; however, development in the Specific Plan area has not realized an integrated vision. When the City updated its General Plan in 1996, there was discussion regarding mixed



uses at key nodes along Beach Boulevard. Although this concept did not materialize, there has been renewed interest in these concepts, as well as enhancing the pedestrian experience by focusing on various design solutions.

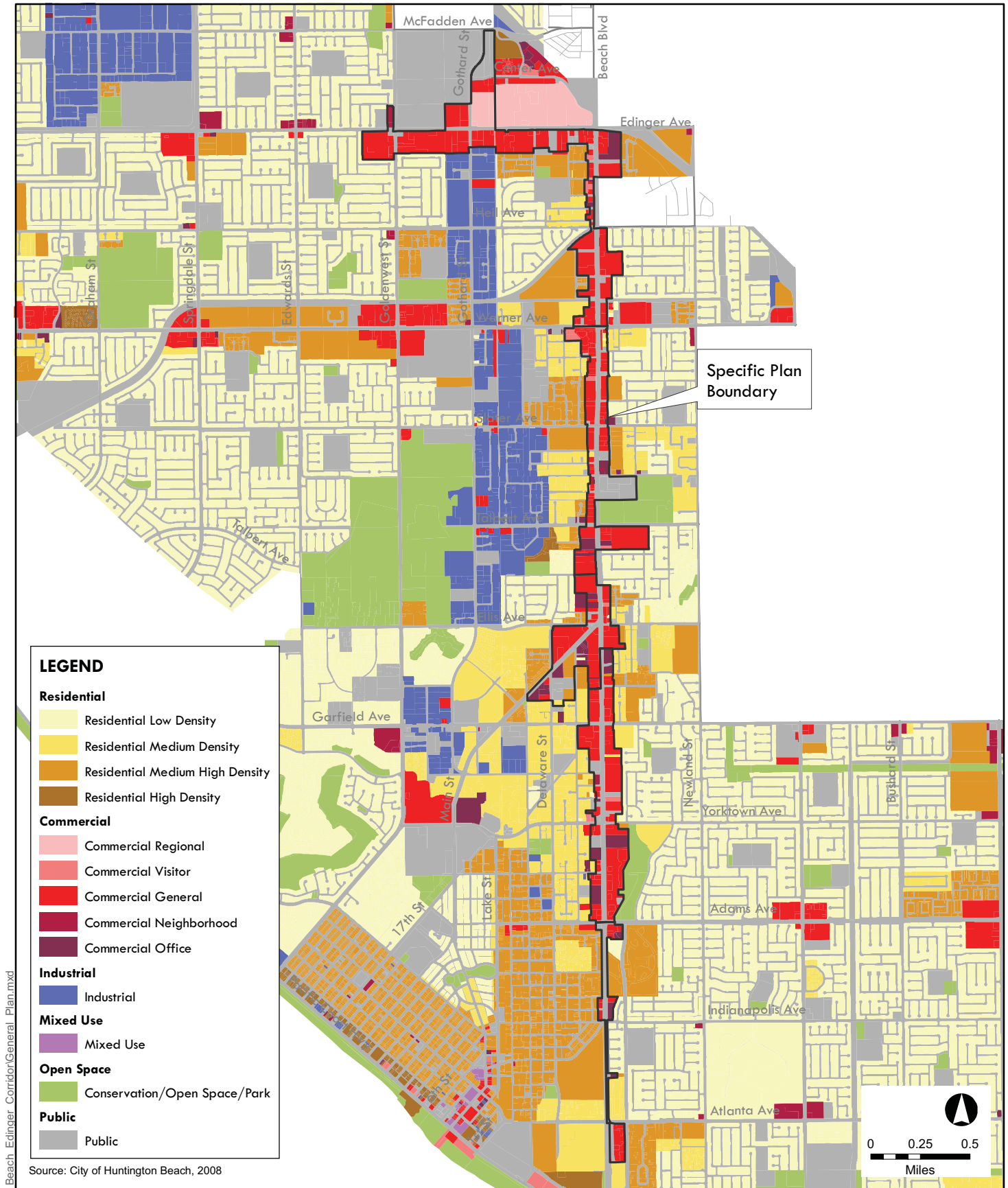
The proposed Specific Plan is intended to implement a clear and comprehensive vision for growth and change along Beach Boulevard and Edinger Avenue. In particular, the proposed project is designed to coordinate private and public investment activities in the project site that will enhance the visual quality and economic vitality of primary commercial corridors in the City. The proposed Specific Plan establishes the primary means of regulating land use and development within the project site. The configuration of new public and private investment along the corridors has been determined by a planning process involving City officials, citizens, stakeholders, and City staff. The proposed Specific Plan includes specifications to guide land use and development intensity, site layout, building design, site landscaping, and signage.

It is the City's desire to enhance and maximize the potential use of the proposed Beach-Edinger Corridors Specific Plan area. Although the City has been able to improve economic opportunities along Beach Boulevard, this artery lacks certain characteristics that well planned community development can bring. Some of the existing characteristics of the project site include: a lack in identity, clarity of location and consistent landscaping; a wide range of signage; and the absence of an incorporating theme of the various nondescript strip commercial centers. While individual establishments along the corridor have had various degrees of success, there is no synergy to the current process. Likewise, efforts to create a strategy for Edinger Avenue have not come to fruition. Therefore, the proposed Specific Plan focuses on how population and employment growth can be strategically accommodated to preserve the distinguishing and valued qualities of the community while providing new housing, jobs, and services that will complement existing uses and bring new economic investment and visual improvement to underutilized areas.

### **3.3 PROJECT CHARACTERISTICS**

The proposed Specific Plan requires a General Plan Amendment (GPA), Zoning Text Amendment (ZTA), and Zoning Map Amendment (ZMA) as implementation of the proposed project would result in changes to land use and development intensity and standards related to site layout, building design, and landscaping. In all cases, existing uses within the Specific Plan area would be allowed to remain. The development standards and regulations that are contained in the Specific Plan would only apply to new developments that are proposed within the project site.

The Beach and Edinger Corridors are composed of 550 individual privately held properties, and six and half miles of public rights-of-way owned by the City of Huntington Beach (in the case of Edinger Avenue) and the State of California (in the case of Beach Boulevard). The proposed land use changes and change in development intensity would allow for additional growth within the corridors.

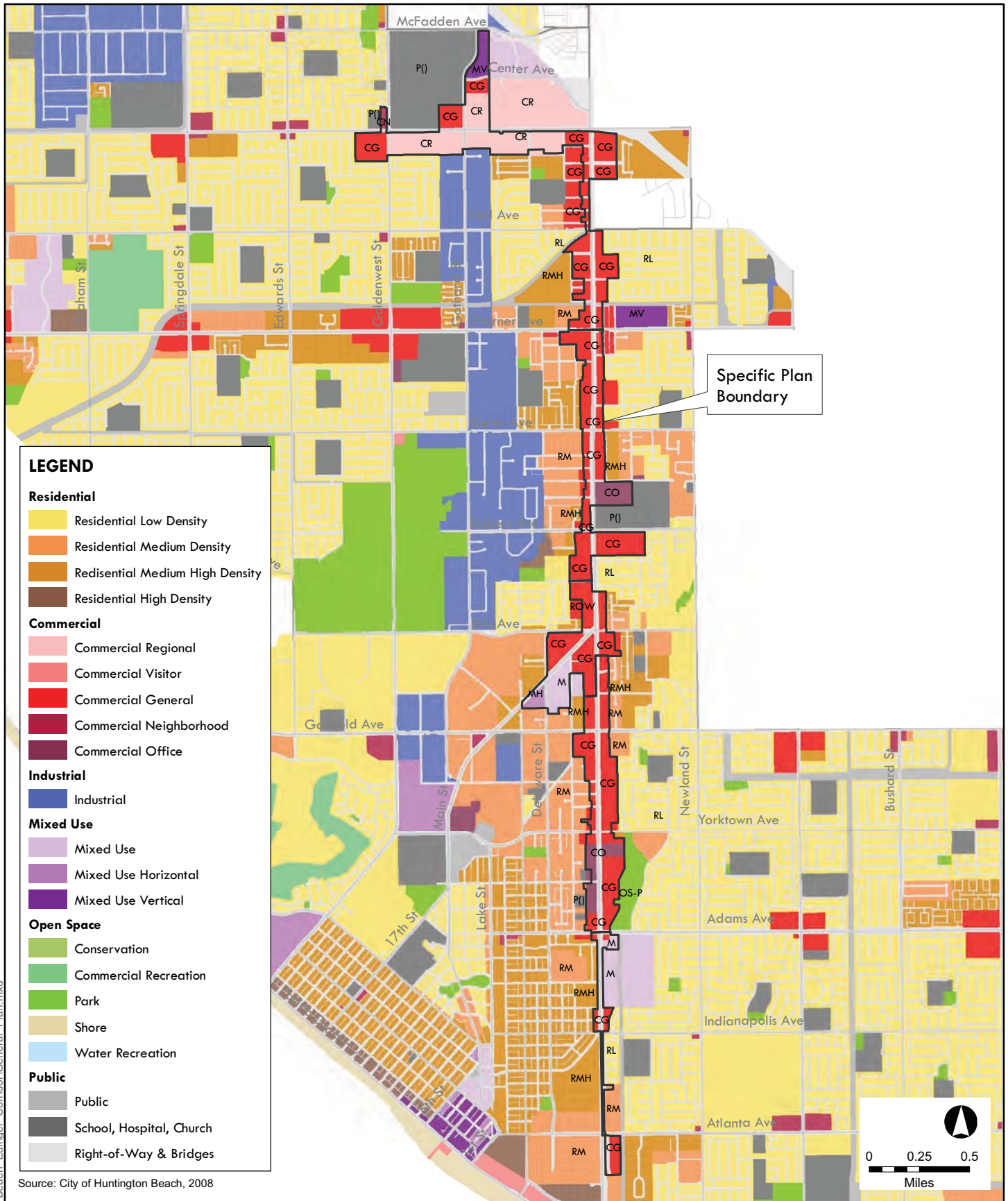


**FIGURE 3-2**  
**Existing Land Use**

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**FIGURE 3-3**  
**General Plan Land Use Designations**

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### 3.4 BEACH BOULEVARD CORRIDOR

Along Beach Boulevard, the proposed Specific Plan would be divided into five general geographic transition areas (also referred to as segments): Residential Parkway, Neighborhood Parkway, Five Points District, Neighborhood Boulevard, and the Town Center Boulevard. These segments are shown in Figure 3-4 (Project Area Depicting Proposed Specific Plan Segments), and described below. In addition, a separate land use designation (neighborhood centers) is identified on specific parcels throughout three of the segments.

- **Neighborhood Centers:** Neighborhood Centers are existing shopping centers that would retain their overall function and encourage eventual transition of the properties to achieve greater land use efficiency and a mixture of complementary uses. To encourage eventual maximum efficiency of land use and a less exclusively auto-oriented type of development, entitlements would be provided for intensification with upper level housing, office, and/or lodging. New development on these sites may continue to provide exclusively shopping center uses with surface parking, or may also feature a wider mixture of uses and structured parking. In either case, ground level uses would continue to provide convenient neighborhood-serving retail uses such as supermarkets and specialty grocery stores, pharmacies and banks, as well as small-scale restaurants and cafes, personal and business services. Upper level uses may include apartments, condominiums, offices, or hotel rooms.

Neighborhood Centers are identified within three segments, including (1) Residential Parkway, (2) Neighborhood Parkway, and (3) Neighborhood Boulevard. The Neighborhood Centers would be distinguished from other uses in the various segments by their enhanced visibility from the roadway. A portion of the new buildings would be built up to the back of the sidewalk, and the sidewalk would extend to the curb. Landscaping improvements would extend from the right-of-way line to the existing back-of-curb.

- **Residential Parkway Segment:** In the southern-most portion of the Specific Plan, this area is located along Beach Boulevard between Adams Avenue to the southern Specific Plan boundary. The general planning approach to this particular area is preservation, as the majority of development along this segment is composed of existing residential uses. Infill and replacement development would be directed by plan regulations to primarily replicate and very subtly improve upon the best features of the existing pattern, including the buffering of residential uses from the street and increased landscaping. One Neighborhood Center is located in this segment, which is on the southeast corner of Beach Boulevard and Atlanta Avenue.
- **Neighborhood Parkway Segment:** Transitioning north along Beach Boulevard, this segment is located between Adams Avenue and the Five Points Center (south of Ellis Avenue). Due to the aging commercial strip development that characterizes this segment, the overall planning approach for this area includes restructuring and revitalization. A wider range of land uses would be permitted for this segment compared to the primarily residential segment to the south (e.g., the Residential Parkway segment). It is envisioned that strip development would gradually be replaced by primarily residential development oriented away from Beach Boulevard and toward perpendicular side streets. In addition to residential development, office, lodging, and neighborhood-serving retail would also be permitted. In order to mimic the imagery of the

Residential Parkway to the south, all development would be required to provide front setbacks and landscaping, as well as streetscape improvements.

This segment also includes two designated Neighborhood Centers. One occupies the majority of the eastern frontage of Beach Boulevard between Adams and Yorktown Avenues, and the other occupies the southwest quadrant of the intersection of Beach Boulevard and Garfield Avenue.

- **Five Points District Segment:** The Five Points area occupies the halfway point between the beachfront and I-405, and is organized around the confluence of Beach Boulevard and Main Street/Ellis Avenue. It contains the 160,000-sf Five Points Shopping Center, which includes a mix of national and regional retailers such as Trader Joe's, Old Navy, Pier One Imports, and GAP. The area south of Main Street is characterized by a more diverse mix of uses (e.g., office, medical services, multi-family, and senior housing) and building types. The planning approach to this area is two-fold: (1) retain the Five Points community retail center and support its eventual intensification and mix and (2) encourage the restructuring and revitalization of surrounding areas to enhance market focus and district appeal.

This area of the Specific Plan would be designated as a potential City center characterized by convenience and urban vitality. Entitlements would be provided for greater development intensity than surrounding segments. The greatest development intensities would be provided in the core retail area. Infill development on underutilized properties would be composed of the types of coherent arrangements of building, streets, and blocks that are presently lacking in this centrally located district. New apartments, condominiums, and professional and medical office buildings would face public sidewalks with lobby entrances, shop fronts, and attractively detailed facades. Parking would be screened from view along primary street frontages. Buildings would be taller and development more compact in this segment compared to other City neighborhoods, providing the intensity and activity expected in a vibrant urban district.

- **Neighborhood Boulevard Segment:** This segment along Beach Boulevard is generally located between the Five Points Center and Warner Avenue. The area is characterized by a significant amount of ageing commercial strip development, including auto-oriented uses, such as car dealerships. Development types are dominated by one-story, single-loaded commercial buildings surrounded by surface parking lots with little landscaping or pedestrian amenities. The planning approach to this area is to facilitate long-term transition from strip retail to uses more focused on nearby populations, featuring development types that retain visibility to motorists on Beach Boulevard, while providing a more visually attractive and comfortable pedestrian environment. Neighborhood-serving and hospital-serving retail and services, corner/crossroads located retail, and office and office-medical would be encouraged to take advantage of the proximity to the Huntington Beach Hospital and its related cluster of medical services. Infill residential uses would also be permitted throughout this segment. Landscape improvements would be required by new developments that extend from the right-of-way line to the existing back-of-curb.

As new investment replaces ageing strip development, the exclusively auto-oriented and zero-amenity pattern (i.e., land uses that people exclusively drive to, such as grocery stores) would be replaced by development oriented both to motorists and pedestrians. A portion of new buildings would be built close to the sidewalk with doors and windows opening out toward Beach Boulevard. Planting strips between the curb and sidewalk would help buffer pedestrians from traffic moving along the thoroughfare.

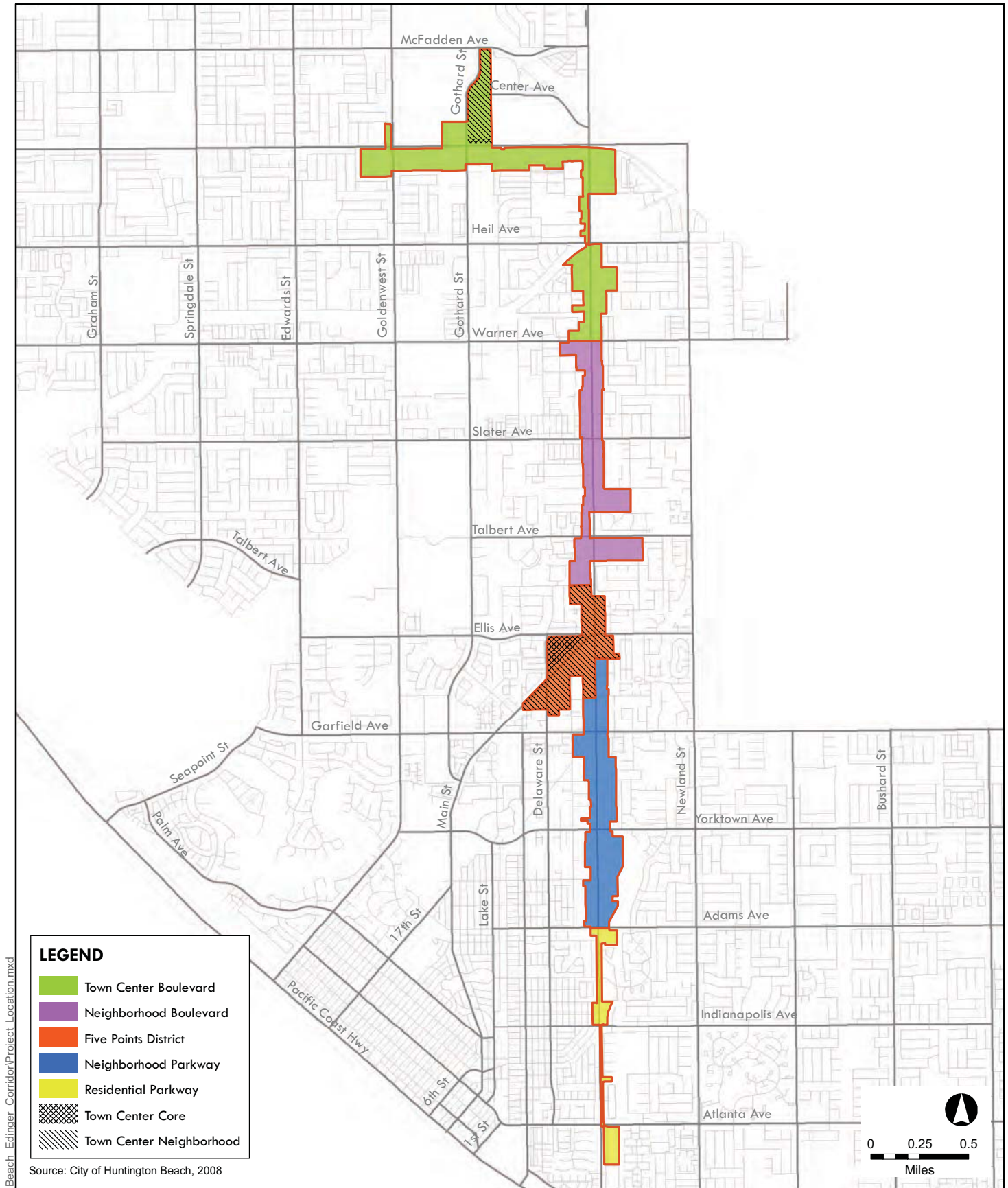


FIGURE 3-4

## Project Area Depicting Proposed Specific Plan Segments

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This segment also includes six neighborhood centers. The first three are located at the intersection of Beach Boulevard and Talbert Avenue (the northeast corner is not included in the project boundaries). Two more are located at the southern corners at the intersection of Beach Boulevard and Slater Avenue. The last is located at the southwest corner of Beach Boulevard and Warner Avenue.

- **Town Center Boulevard Segment:** The Town Center Boulevard segment encompasses uses along Beach Boulevard from Warner Avenue to Edinger Avenue. Within this segment, Beach Boulevard is primarily characterized by small and shallow properties that currently limit redevelopment potential. The planning approach for this area is to encourage gradual transition to a more pedestrian-oriented development using distinctive building types and site treatments.

A wide range of City-oriented retail and service uses would be supported. New investment would be directed away from purely auto-oriented formats towards formats more supportive of pedestrian activity. While auto dealerships are encouraged to remain and expand, future development adjacent to dealerships would promote the addition of housing and supporting retail and services to create a more walkable environment. Entitlements would be provided for mixed-use development to encourage a gradual increase in land use efficiency. New development would be required to contribute to the emergence of a more attractive street environment by extending new and required improvements to the existing back-of-curb.

Physically, a greater proportion of buildings would be positioned closer to the street. The transformation of the Beach Boulevard portion of this segment would be supported by frontage improvements that include planting strips between the curb and sidewalk to help buffer pedestrians from traffic. Decorative boulevard-scale streetlights would replace utilitarian poles, which would contribute to an increasingly vivid corridor identity without restricting visibility of shop fronts. Modest setbacks between the buildings and sidewalk would contribute to the planting areas designed to soften and add color to the existing unbroken expanse of concrete and asphalt.

### 3.4.1 Edinger Avenue Corridor

As shown on Figure 3-4, Edinger Avenue Corridor generally represents a continuation of the Town Center Boulevard Segment. The consistency and stability of commercial uses along this segment is similar to the Town Center Boulevard segment of Beach Boulevard, which is equally proximate to the I-405 interchange. But whereas the Beach Boulevard segment is characterized by small and shallow property configurations that limit redevelopment potential, the Edinger Avenue Corridor segment features a wide range of large and medium scale properties. The larger scale of the properties combined with their proximity to two important destinations—Bella Terra Mall and Golden West College—is likely to result in ongoing investment and intensification of this portion of the City.

New infill development on properties lining Edinger Avenue would be directed toward the augmentation of the existing pattern of isolated, low-intensity, single use, surface-parked development, with development that provides added connectivity, synergy, and mix. New uses would generally feature a mixture of ground-level shops and services, with upper-level homes, offices, or hotel rooms. An increasing number of buildings would feature multiple levels, incrementally adding spatial definition and reducing the apparent width of the thoroughfare. The future development pattern would make walking and bicycling viable choices and would ultimately make transit riding an appealing alternative to

automobile use. The area is intended to become a central City district characterized by emerging structural differentiation, vitality, and activity.

Bella Terra, while not included within the Specific Plan boundaries, will continue to grow in terms of retail offerings, mixture of uses, and intensity of development, ultimately evolving from a stand-alone shopping mall to become the core of a vital City district. It is envisioned that infill development on properties between Golden West College and the existing Bella Terra Mall, which is considered the Town Center Core, would form a new Town Center Neighborhood. The recently approved Village at Bella Terra (also not part of the proposed Specific Plan) would contribute to the infill envisioned for the Town Center Neighborhood.

The Town Center Neighborhood, which is part of the Town Center District along with the Town Center Boulevard segment, would provide housing, office and lodging, while simultaneously providing a market to help support the Town Center Core shops and services. The Town Center Boulevard segment would include new development lining Edinger Avenue, which would ultimately transform the character of the corridor from a commercial strip to a Town Center Boulevard, with development increasingly reflecting the vitality and pedestrian friendly qualities of this central district. Together, the Town Center Core, Town Center Neighborhood, and Town Center Boulevard are the primary structural elements envisioned for Edinger Avenue.

### ■ Town Center District

Edinger Avenue is generally referred to within the Specific Plan as the Town Center District. More specifically, the Town Center District collectively refers to Golden West College, which is not included within the Specific Plan boundaries, the new neighborhoods that are envisioned along Edinger Avenue, the Goldenwest Transit Center, and its shopping and entertaining core (i.e., Bella Terra, which is also not part of the Specific Plan). Overall, the district would be compact and clustered with a variety of land uses including retail, entertainment, civic, residential, office, and lodging. Walking and bicycling would be made more convenient through the district's mixture of uses and concentrated development pattern. Along the street network, attractive mixed-use structures would be built right up to the sidewalk, forming a consistent "street wall."

Although surrounding land uses are included in the overall description of the Town Center District, the following discussion provides information on the particular land uses changes that would be governed by implementation of the proposed Specific Plan. Therefore, the Town Center Core (Bella Terra) as well as the recently approved Village at Bella Terra (both of which are contained in *The Crossing at Huntington Beach Specific Plan* [SP13]) are not included within this discussion.

- **Town Center Boulevard:** The Town Center Boulevard segment generally covers the properties located along Edinger Avenue itself (excepting the Town Center Neighborhood and Core Edge parcels described below). New development would be configured in a pattern that would make walking a viable option and would also accommodate a wider range of uses.

Physically, a greater proportion of buildings would be positioned between the street and parking facilities (or on top of some of the parking facilities), re-uniting activity-generating uses with public

sidewalks. New development on properties lining Edinger Avenue would typically feature a mixture of ground-level shops and services, with upper-level homes, offices, or hotel rooms.

As one travels out and away from the Town Center Core, development would become less compact: the spaces between buildings would expand, and the proportion of the buildings built up to the sidewalk edge would decrease. The buildings may even become more low-rise, providing a transition from the district's most urban core to its less urban edges. Over time, the amount of ground-level retail may likewise increase as one travels toward the Town Center Core and decrease in the other direction.

The transformation of the Edinger Corridor would be supported by frontage improvements, converting the existing large expanses of pavement into deep, tree-lined landscaping or protected parking access lanes. Each block of new development would feature a unique protected parking access lane with slow moving traffic and amenities that buffer the sidewalk from the central fast-moving center of Edinger Avenue. This Main Street-like environment along Edinger Avenue would also create a comfortable "buffer zone" for upper stories of housing, lodging, and/or offices.

With the wide thoroughfare in the center accommodating relatively high traffic volumes, the sidewalks buffered by rows of street trees and curbside parking and the cohesive building types oriented toward the street, the intended vision of the proposed Specific Plan would gradually create an identifiable civic boulevard. The Town Center Boulevard would provide the central spine and iconic identity of the emergent Town Center District.

- **Town Center Neighborhood:** Overall, the Town Center Neighborhood is envisioned to encompass the areas surrounding the Town Center Core (i.e., Bella Terra) to the west and north; those areas that are included within the Specific Plan boundaries specifically include the parcels north of the Town Center Core Edge along Edinger Avenue, between Gothard Street and the Union Pacific Railroad right-of-way (UPRR ROW). Existing uses within this area include the Goldenwest Transit Center, The Amstar/Red Oak Project site (formerly known as The Ripcurl Project), and the vacant Levitz site.

Near-term development activities would take advantage of the large areas of vacant and underutilized land in this area to provide the investment opportunities that would begin the formation of the urban neighborhood surrounding and supporting the Town Center Core. This neighborhood would feature the City's widest range of contemporary housing types and possibly a wide mixture of uses, all concentrated within walking distance of the Town Center Core's theater, shops, restaurants, cafes, nightlife, and amenities. As infill proceeds and the region continues to invest in transit infrastructure, the neighborhood would benefit from the presence of the Goldenwest Transit Center.

The vitality and identity of the neighborhood would primarily stem from the new development pattern. Buildings would be built close to the sidewalks with entrances facing the public thoroughfares. Streets and pedestrian ways would provide connectivity between the college, the shopping core, and the Goldenwest Transit Center. The pattern of pedestrian-scaled blocks that would be created by these streets and ways would be distinguished by the public spaces distributed among them. Building massing and façade composition would emphasize variety and street-side interest.

For comparison, the Town Center Neighborhood designation on these particular parcels would have the same development standards as those envisioned for the neighborhood areas that surround the core retail area in the Five Points District, as described in Section 3.3.1 (Beach Boulevard Corridor.)

- **Town Center Core Edge:** The Town Center Core Edge includes the linear portion at the edge of the Town Center Neighborhood along Edinger Avenue (between Gothard Street and the recently approved Village at Bella Terra immediately east of the UPRR ROW). New development would feature ground-level retail, restaurant, and entertainment uses contiguous with those planned for The Village at Bella Terra.

### ***Residential Transition Areas***

New investment on large properties along Edinger Avenue would be configured to provide a significantly improved transition to the residential development that it abuts to the south. Where residential development to the south is characterized by rear lot conditions, new development would “complete the block,” matching rear lot to rear lot. New residential streets would be constructed to knit new development back into the fabric of existing neighborhoods and to provide an appropriate transition to denser housing or commercial development lining Edinger Avenue.

New streets required for new development along large properties would help establish an expanded medium-sized block and street network parallel to Edinger Avenue. New streets would provide the proper means by which portions of deep parcels currently occupied by low-intensity development could infill with a mix of office and medium density housing. This infill development would assist with the improvement of the transition from Edinger Avenue’s mixed-use environment to the existing housing beyond.

### ***Connections to Golden West College & Goldenwest Transit Center***

As the Town Center District grows, it would provide connections to and from Golden West College and the Goldenwest Transit Center. Improved pedestrian connections created by the Town Center Neighborhood development would allow the student and faculty population to benefit from the variety of retail and entertainment in the nearby Town Center Core. Visitors throughout the City and region could utilize the Transit Center’s central location to arrive by bus and/or train to patronize the Town Center Core. Likewise, transit would provide Town Center residents and students with the opportunity to travel to other workplace or activity centers without relying on their car.

## **3.4.2 Land Use Summary**

The proposed land use changes and increases in development intensity would result in additional growth focused within each of the above-mentioned areas. Overall, buildout of the Specific Plan (estimated at 2030) could result in the addition of up to 6,400 new dwelling units (du), 738,400 sf of retail uses, 350 hotel rooms, and 112,000 sf of office uses. However, not all of this development would be considered net growth. In many cases, existing structures would be replaced or redeveloped with the new uses. In order to accommodate the proposed development, it is estimated that approximately 1.4 million sf of



existing commercial development within the Specific Plan (or approximately 22 percent of existing development) would be demolished. This takes into account that many of the existing buildings would remain on redeveloped parcels (i.e., only part of a parcel would be redeveloped). It is estimated that at buildout, commercial and office space would decrease compared to existing conditions but the 6,400 du would be considered net growth. Table 3-1 (Projected Specific Plan Development) outlines the projected development scenario over the short- and long-term.

<b>Table 3-1 Projected Specific Plan Development</b>											
<i>Street/Street Segment</i>	<i>Short Term</i>			<i>Long Term</i>				<i>Total</i>			
	<i>DUs</i>	<i>Retail SF</i>	<i>Hotel Rms</i>	<i>DUs</i>	<i>Retail SF</i>	<i>Hotel Rms</i>	<i>Office SF</i>	<i>DUs</i>	<i>Retail SF</i>	<i>Hotel Rms</i>	<i>Office SF</i>
<b>Edinger Avenue</b>	1,660	60,000	150	1,040	146,000	—	—	2,700	206,000	150	—
<b>Beach Boulevard</b>											
Town Center Blvd.	—	—	—	800	114,400	—	—	800	114,400	—	—
Neighborhood Blvd.	300	11,000	—	150	87,000	—	112,000	450	98,000	—	112,000
Five Points District	400	75,000	—	1,100	42,500	—	—	1,500	117,500	—	—
Neighborhood Parkway	100	25,000	—	650	162,500	—	—	750	187,500	—	—
Residential Parkway	—	—	—	200	15,000	200	—	200	15,000	200	—
<i>Beach Subtotal</i>	800	111,000	—	2,900	421,400	200	112,000	3,700	532,400	200	112,000
<b>Total</b>	<b>2,460</b>	<b>171,000</b>	<b>150</b>	<b>3,940</b>	<b>567,400</b>	<b>200</b>	<b>112,000</b>	<b>6,400</b>	<b>738,400</b>	<b>350</b>	<b>112,000</b>

SOURCE: City of Huntington Beach, Written communication via email with Mary Beth Broeren. February 11, 2009.

### 3.5 RELATIONSHIP TO THE GENERAL PLAN

The proposed Specific Plan implements the broad policies established in the City of Huntington Beach General Plan to guide growth and change along the Beach Boulevard and Edinger Avenue Corridors. The Development Code contained within the Specific Plan would replace previous land use and development regulations contained within the Huntington Beach Zoning and Subdivision Ordinance for these portions of the City.

An important distinction that is reflected throughout specific resource sections of this EIR is that the proposed Specific Plan would ultimately allow mixed-use and stand-alone residential development in an area of the City that was not previously designated to permit such uses. Huntington Beach is almost fully developed. Through implementation of the proposed project, it is the City's intent to effectively redistribute the overall residential growth that was originally identified in the General Plan to other areas of the City. However, the City is not undertaking associated efforts to preclude or reduce the amount of residential growth that is currently allowed elsewhere in the City. Therefore, the maximum increase in projected residential development at buildout (6,400 dwelling units) is considered a net increase for purposes of this EIR.

The City's increase in residential growth since 1990 is well below the 18,500 units that were identified as the buildout limit (General Plan Policy LU 2.1.4). According to the General Plan EIR (Table PD-1) the

City's 1990 level of housing was 74,179 units. For comparison purposes, the California Department of Finance (DOF) identified the City's 1990 level of housing at 72,736 units<sup>2</sup>—a difference of 1,443 units. This EIR utilizes the 1990 data provided in the General Plan EIR because the document provides buildout scenarios (based on the 74,179 units) utilizing the 18,500 units as directed in the General Plan. The 1990 data provided by the DOF were revised based on the 2000 census, which was produced after adoption of the City's General Plan and General Plan EIR. Given the known discrepancies in the 1990 data, the General Plan EIR data is most accurate with respect to estimating residential buildout of the City.

Between 1990 and 2008, approximately 5,000 units were constructed in the City. However, accounting for demolitions, the net increase in residential growth within this timeframe is closer to 3,828 units,<sup>3</sup> which is far from the buildout capacity of 18,500 units identified in the General Plan and General Plan EIR. Additionally, past residential projects have not reached the full size allowed under the General Plan for those sites. Many of the residential projects have only been developed to 70 percent of the total allowable size, with the City not reaching its growth potential within the time frame previously anticipated. Full buildout of the proposed Specific Plan would capture less than half of the remaining anticipated residential growth in the City. Consequently, while the City does not anticipate subsequent re-zoning of other areas to reflect the redistribution intent, the project would not necessarily represent an increase in housing above what was projected in the General Plan buildout scenario. Moreover, the City's General Plan land use policy would prevent that from occurring.

## 3.6 PROJECT OBJECTIVES

As discussed in the Specific Plan, the proposed project is intended to enhance the economic performance, physical beauty, and functionality of the Corridor. More specifically, the community objectives include the following:

- Orchestrate new public and private investment toward the establishment of a more lasting framework for growth and development—a framework of clearly defined districts, centers, street patterns, and local architecture, and landscape identity—upon which new development can reliably respond to, build upon, and draw value from.
- Re-position disinvested corridor properties to capture value in the contemporary marketplace.
- Begin the transformation of the visual character of Beach Boulevard from “anywhere strip” to its proper role as the iconic gateway to and from the beach, and as the city's most visible north-south thoroughfare.
- Promote new investment that supports the growth and success of Bella Terra and Golden West College.

<sup>2</sup> California Department of Finance (DOF). 2007. E-8 Historical Population and Housing Estimates for Cities, Counties and the State, 1990-2000. Sacramento, California. August.

<sup>3</sup> Existing 2008 housing stock of 78,007 (DOF, E-5 Population and Housing Estimates) minus 1990 housing stock of 74,179 is equal to 3,828 units

- Build on the presence of Golden West College, Bella Terra, and the existing transit infrastructure to instigate the emergence of a vital and attractive urban district characterized by a synergistic mix of students, customers, residents, pedestrians, transit-riders, office workers, and visitors.
- Instigate the development of a network of pedestrian-oriented streets, promenades, and other public open spaces that encourage walking, and ultimately, walking in combination with transit ridership.
- Enhance pedestrian, bicycle, and vehicular connections between Golden West College, Bella Terra, the Goldenwest Transit Center, and development along Edinger Avenue.
- Balance mobility and community development objectives that enable continued market-driven growth and development while maintaining minimum community mobility standards, and furthering patterns of land use and development that contribute toward long-term regional mobility and livability.
- Make the most of each increment of new development to build toward a more environmentally sustainable future city and region.
- Ensure that new buildings and landscaping contribute to the emergence of an increasingly visible and memorable visual identity appropriate to the unique history and character of the City.
- Ensure adequate utility infrastructure and public services for new development.

### 3.7 INTENDED USES OF THIS EIR

This EIR has been prepared to analyze environmental impacts associated with the adoption of a Specific Plan and General Plan Amendment and also addresses appropriate and feasible mitigation measures or project alternatives that would minimize or eliminate the impacts associated with the land use changes. This document is intended to serve as an informational document. Additionally, this EIR will provide the primary source of environmental information for the lead agency to consider when exercising permitting authority or approval power related to implementation of the proposed project.

This EIR is intended to provide decision-makers and the public with information that enables them to intelligently consider the environmental consequences of the proposed action. In a practical sense, EIRs function as a technique for fact-finding, allowing an applicant, concerned citizens, agency staff, and decision-makers an opportunity to collectively review and evaluate baseline conditions and project impacts through a process of full disclosure.

### 3.8 PROPOSED PROJECT ALTERNATIVES

In accordance with Section 15126.6 of the CEQA Guidelines, alternatives to the proposed land use changes in the Specific Plan are analyzed. Detailed information regarding the three project alternatives is provided in Chapter 6 (Alternatives to the Proposed Project) of this EIR. These alternatives include the following:

- No Project/Reasonably Foreseeable Development (Continuation of Existing General Plan)
- Decreased Residential
- Decreased Residential/Increased Commercial

## 3.9 PUBLIC ACTIONS AND APPROVALS REQUIRED

The City of Huntington Beach is the Lead Agency for the project and has discretionary authority over the project and specific development approvals. The following discretionary approvals are required for the proposed project:

- Approval and certification of the EIR
- **General Plan Amendment (GPA)**—to allow mixed-use consistent with Specific Plan. The GPA is subject to approval by the Planning Commission and City Council. The General Plan Subarea Map and Table would also be changed for consistency with the General Plan Land Use Map.
- **Zoning Text Amendment (ZTA)**—to establish the Beach-Edinger Specific Plan. The ZTA is subject to approval by the Planning Commission and City Council.
- **Zoning Map Amendment (ZMA)**—to change the zoning map to reflect the Beach-Edinger Specific Plan. The ZMA is subject to approval by the Planning Commission and City Council.

This EIR evaluates the proposed Specific Plan in as much detail as is currently available at the time of preparation. To the extent possible and based upon the information available, all environmental effects have been evaluated as thoroughly as possible. However, additional future development proposals for areas within the Specific Plan boundaries may be subject to separate environmental clearance/review.

### 3.9.1 State and Local Agencies

In addition to the City of Huntington Beach (the Lead Agency), there are also federal, regional, and state agencies that have discretionary or appellate authority over the project and/or specific aspects of the project. The responsible agencies will also rely on this EIR when acting on such projects. Those federal, State, or local agencies that would rely upon the information contained in this EIR when considering approval include, but are not necessarily limited to, the following:

- California Regional Water Quality Control Board (Permit for dewatering during construction and National Pollutant Discharge Elimination System [NPDES] permit)
- State Water Resources Control Board (General Construction Activity Stormwater Permit)
- Orange County Sanitation District—Waste service
- California Department of Transportation (Caltrans)

## 3.10 CUMULATIVE DEVELOPMENT SCENARIO

Section 15355 of the CEQA Guidelines defines “cumulative impacts” as “two or more individual effects that, when considered together, are considerable or that compound or increase other environmental impacts.” In general, these impacts occur in conjunction with other related developments whose impacts might compound or interrelate with those of the project under review.

In order to analyze the cumulative impacts of the project in combination with existing development and other expected future growth, the amount and location of growth expected to occur (in addition to the



proposed project) must be considered. As stated in Section 15130(b) of the CEQA Guidelines, this reasonably foreseeable growth may be based on either of the following, or a combination thereof:

- A list of past, present, and reasonably anticipated future projects producing related or cumulative impacts, including those projects outside the control of the agency
- A summary of projections contained in an adopted general plan or related planning document which is designed to evaluate regional or area wide conditions

For the purposes of this EIR, the potential cumulative effects of the proposed project are based upon a list of projects identified by the City and neighboring jurisdictions, as well as build-out of the General Plan or other criteria, depending upon the specific impact being analyzed. The list of related projects within the vicinity of the proposed project is provided in Table 3-2 (Cumulative Projects).

<b>Table 3-2 Cumulative Projects</b>			
<b>No.</b>	<b>Project Name</b>	<b>Major Project Features</b>	<b>Project Status</b>
<b>Projects Located within the Specific Plan Boundary</b>			
Implementation of the proposed Specific Plan would facilitate the development of future projects within project site. Currently, five known projects are located within the project boundaries. One of these projects (Amstar/Red Oak) had an EIR certified in 2008. The remaining four are being processed concurrently with the Specific Plan, but under separate and individual environmental clearance.			
1	Murdy Commons	The Murdy Commons project would consist of a mixed-use residential, live-work, and commercial development on a 12.5 acre site on the northeast corner of Edinger Avenue and Gothard Street. The portion of the site along Edinger Avenue would be included in the Town Center Core Edge, while the remainder of the site would be included in the Town Center Neighborhood within the Town Center District of the Specific Plan. Six residential and/or mixed-use blocks totaling 1,165,750 sf would surround a 0.75-acre private park (Commons).	Separate environmental documentation is being prepared for this project.
2	Beach & Warner Mixed Use	This Beach & Warner project consists of a mixed-use development in the Neighborhood Boulevard area of the Specific Plan. Some of the existing uses would remain on-site while others would be demolished and redeveloped. In total, the project would consist of 272 du, 43,014 sf of retail, 196,000 sf of offices, 18,322 sf of restaurant uses, 7,000 sf of common area, 75,000 sf of public open space, and 1,990 parking spaces at buildout.	Separate environmental documentation is being prepared for this project.
3	Beach & Ellis Mixed-Use	The Beach-Ellis project would result in a six-story mixed-use development consisting of commercial and residential uses on a 2.6-acre (113,256 sf) parcel in the Five Points area of the Specific Plan. The project would include 50,000 sf of commercial uses, including a grocer on the first floor, as well as 301 du.	Separate environmental documentation is being prepared for this project.
4	Edinger Hotel	The proposed Edinger Hotel project would consist of a 200-room, 138,870 sf, six-story hotel on a 99,869 sf lot on the southeast corner of Edinger Avenue and Parkside Lane in the Town Center Boulevard area of the Specific Plan.	The City is determining the appropriate level of environmental clearance for this project.
5	Amstar/Red Oak Project (formerly known as The Ripcurl)	A mixed-use project proposed at the southeast corner of Gothard Street and Center Avenue. The project consists of 10,000 sf of commercial uses on the ground floor and 440 residential units above the ground floor (five stories).	An EIR was certified and a CUP approved in 2008.

**Table 3-2 Cumulative Projects**

No.	Project Name	Major Project Features	Project Status
<b>Projects Located within One Mile Specific Plan Boundary</b>			
6	424 Main Street	This project represents a request to construct a three-story mixed use development including 12 residential units and approximately 8,270 sq. ft. of retail/ commercial space located within District #6 of the DTSP. The project as proposed will have an overall height of 35 ft. and be served with a two-level, 61 parking spaces subterranean parking garage. Adjacent to this development is a two-unit residential project off of lake Street which is being proposed in conjunction with this request. The applicant is arguing the use of the remaining lot area of the Lake project to accommodate the Main project which is limited to a maximum density of 11 units.	The project is in the conceptual stages and an IPZR was completed for the project on 10/14/08.
7	Blue Canvas Residential Project	201 units and 2 acre park at NWC Newland and Hamilton	Project approved; grading completed; however application filed to change.
8	CVS Pharmacy	Construction of a new 12,900 sf drive-through pharmacy at the southeast corner of Goldenwest St. and McFadden Ave.	The project is approved.
9	Edison Community Center	Draft preliminary master plan to convert Edison Community Park into a youth sports complex including soccer fields and more lighted practice areas. The project may also include a skate park. Plans will also endeavor to address some of the methane issues at the park.	Project is under review by the Planning Department.
10	Fein Medical Office Building	The project involves the construction of a 6,480 sf medical office building at 7922 Liberty Avenue, on the south side of Liberty Avenue, west of Beach Boulevard.	The project is under review by the Planning Department.
11	Golden West College Master Plan	This project consists of an extensive improvement and building program to meet increasing enrollment needs and to update technology and outdated infrastructure. The project will include the renovation of older buildings, re-using existing buildings and the construction of new buildings, landscaping, and infrastructure.	A Program Environmental Impact Report has been circulated and a new classroom building has been constructed
12	Gun Range	The City will prepare an EIR for clean-up and reuse of the site located in Central Park east of the Sports Complex.	An EIR is currently underway.
13	Heil Widening	The project will construct the street improvements necessary to widen the north side of Heil Avenue between Silver Lane and Beach Boulevard to its full 80-foot secondary arterial street width. Currently, this segment of Heil Avenue provides one through-lane in each direction, bike lanes, and a striped median. The widened street section will provide one additional through-lane in each direction. The project includes relocation of existing utility poles and the construction of new asphalt pavement, concrete curb, gutter, sidewalk, streetlights, and the installation of 24" box parkway trees. An 8-foot-high wall will also be constructed along the proposed northerly right-of-way.	Project under construction.
14	Home Depot	Demolition of former 126,000 sf K-Mart and miscellaneous retail and construction of 139,000 sf Home Depot located at southwest corner of Magnolia Street and Garfield Avenue.	Construction is complete.
15	Huntington Beach Wetlands Conservancy Restoration Plan	Restoration of degraded wetlands (130 acres) along the inland side of Pacific Coast Highway, from the AES power plant east to Brookhurst Street.	The project is approved; construction began in Fall 2008. Phase 1 is complete.

**Table 3-2 Cumulative Projects**

<b>No.</b>	<b>Project Name</b>	<b>Major Project Features</b>	<b>Project Status</b>
16	Irby Park Urban Runoff Treatment Project	This project will divert dry weather urban runoff from two local storm drain pump stations for natural treatment in an effort to protect and improve the water quality of the downstream receiving waters. The treated urban runoff will be used for groundwater recharge, park restoration, habitat enhancement, and potential irrigation. The project will be incorporated into the currently undeveloped portion of Irby Park, located southeast of Edwards Street and Heil Avenue.	A formal application for Environmental Assessment is anticipated for submittal in Summer 2009.
17	Longs Drugs	The project involves the construction of an 8,800 sf drugstore with a drive-through pharmacy at 17725 Beach Boulevard, at the NWC of Beach Boulevard and Newman Avenue.	The project is under review by the Planning Department.
18	Magnolia Pacific Specific Plan (also known as Ascon/Nesi Landfill)	Specific Plan allowing 502 dwelling units on 40 acres located on southwest corner of Hamilton Avenue and Magnolia Street. The Department of Toxic Substances Control is the lead agency for cleanup of site and is currently working on remedial action plan/CEQA compliance.	Remediation of site is required prior to implementation of project
19	Newland Street Widening	Widening of Newland Street between Pacific Coast Highway and Hamilton Avenue, including widening reinforced concrete bridge at Huntington Channel, installation of storm drain in Newland Street, and miscellaneous utility relocations.	Project under construction.
20	Ocean Breeze Plaza	The project, located at northwest corner of Beach Boulevard and Ronald Drive, involves the construction of a new two-story 9,544 sf multi-tenant retail/office building.	Grading has begun.
21	Orange Coast River Park	Passive park which extends east from the AES power plant through Costa Mesa and Newport Beach.	Planning stages
22	Pacific City	A 31-acre mixed-use project, including 514 dwelling units, a 250-room hotel, and 207,853 sq ft of commercial space, located along Pacific Coast Highway between Huntington Street and First Street.	Construction is underway. Estimated completion date is 2011.
23	Poseidon Seawater Desalination Facility	Construction of a 50 million-gallon per day reverse osmosis seawater desalination facility; water transmission lines to connect to existing regional transmission system; and two off-site underground booster pump stations in Irvine and unincorporated portion of Orange County. Located on an 11-acre lease area on AES generating station site at 21730 Newland (at Edison Way).	The project has been approved by the City and is under consideration by the Coastal Commission.
24	Rainbow Disposal	Master plan for Rainbow to expand the existing Material Recovery Facility (MRF) and Transfer Station from the current 2,800 tons per day (TPD) to 4,000 TPD. These new buildings and operations would enable Rainbow to continue to process curbside recyclables, construction and demolition (C&D) debris, greenwaste, and commercial municipal solid waste (MSW), and to do so while improving environmental conditions around the facility as compared to current operations.	The project has been approved.
25	Seawind Village Apartments	Addition of 10 residential units to a 277-unit apartment complex and construction of a 7,500 sf clubhouse/recreation center at 15555 Huntington Village Drive, on the west side of Huntington Village Drive, north of Center Avenue.	The project is under review by the Planning Department.
26	Senior Center	Construction of a new 45,000 sf senior center and associated parking at southwest corner of Goldenwest Street and Talbert Avenue.	Entitlements have been approved.
27	Southeast Water Reservoir	Five-acre site north of the AES plant for a water reservoir to serve the southeast portion of the City and would include a 10 million-gallon tank, approximately 30 to 35 feet high and 225 feet in diameter, along with associated booster pump station.	In conceptual planning stage

**Table 3-2 Cumulative Projects**

<b>No.</b>	<b>Project Name</b>	<b>Major Project Features</b>	<b>Project Status</b>
28	Talbert Lake Water Quality Project	The Talbert Lake Diversion Project would divert up to 3 million gallons per day of urban runoff from the East Garden Grove Wintersburg Channel, through pre-treatment devices, and into a 15-acre area in Central Park for treatment to remove pollutants, thereby significantly reducing pollutant loading to the coastal receiving waters. Project components will include a channel diversion structure, pump station, control system, existing pipeline inspection and rehabilitation, additional conveyance piping, pretreatment, Natural Treatment Systems, Talbert Lake rehabilitation, groundwater recharge enhancements, educational exhibit, and monitoring.	A Mitigated Negative Declaration has been approved.
29	The Strand	135,000 sf of retail, restaurant, and entertainment plus a 149-room hotel located at Fifth Street and Pacific Coast Highway.	The overall project was completed in 2008. Tenant improvements ongoing.
30	The Village at Bella Terra	General Plan Amendment and Zoning Text Amendment to increase the maximum development density, establish mixed-use zoning, and create mixed-use development standards in Specific Plan No. 13, located between Edinger Avenue and Center Avenue, just west of the existing Bella Terra mall. The General Plan amendment allows a maximum of 713 dwelling units and 138,085 sf of commercial uses.	An Environmental Impact Report has been approved and certified.
31	Waterfront Third Hotel	Approved master site plan allows for an approximately 250-room hotel located between the existing Waterfront Hilton and the Hyatt Regency Huntington Beach Resort and Spa along Pacific Coast Highway.	No formal plans for the proposed project have been submitted.
<b>Projects Located Within the City of Westminster</b>			
32	Moran Street Senior Condos	Develop 144 Senior Condos at 15088-15238 Moran Street.	The project has been approved and is currently in plan check.
33	Rezone on Moran Street	Rezone of all M (Industrial) and CM-1 (Commercial-Industrial) properties along Moran Street and Weststate Street, South of Bolsa, North of Bishop to C2 (Community Business).	This project is currently under Review by the City of Westminster
34	Self-Storage Retail Center	Develop a new 135,100 sf self-storage and 6,777 sf retail center at the northeast corner of Beach Blvd. and Edinger Ave.	This project has been approved and the site is under construction.
<b>Projects Located Further Than One Mile of Specific Plan Boundary</b>			
35	17032 Bolsa Chica	This project represents a conditional use permit request to permit the (a) construction of a new 4,629 sq. ft. commercial building and (b) establishment of a tire & wheel service business. The structure will be single-story and measure 22 ft. in height.	The project is approved.
36	Brightwater Annexation	The Brightwater residential project consists of 349 single-family units on 105.3 acres of the upper bench portion of Bolsa Chica. The property is currently in unincorporated Orange County but the City is in the process of annexing the property.	The project is under construction and annexation has been completed.
37	Harmony Residential Development	The project involves the construction of a 15-unit residential project and a twenty-seven-boat-slip marina at 3901 Warner Avenue (former Percy Dock).	The project is under review by the Planning Department.
38	Lamb School Site	Develop 61 single-family homes and associated infrastructure on a former school site.	The project is under review by the Planning Department.



**Table 3-2 Cumulative Projects**

No.	Project Name	Major Project Features	Project Status
39	Parkside Estates	A 111-unit single-family residential project with 23 acres of open space/wetlands located on 50 acres on the west side of Graham Street, south of Warner Avenue. The project was approved with 170 units by the City but Land Use Plan was revised by the Coastal Commission.	Revised project plans to be submitted to the City Council for review and approval.
40	Pearce St. Subdivision	14-unit subdivision on Pearce Street.	This project is on hold at the Applicant's request.
41	Plaza Buccella Townhomes	The project involves the construction of a 5-unit residential project located at 16861 Lynn Street, on the west side of Lynn Street, north of Warner Avenue.	The project is on hold at the Applicant's request.
42	Wardlow School Site	Develop 42 single-family homes and associated infrastructure on former school site.	The project is under review by the Planning Department.

SOURCE: City of Huntington Beach. Written communication from Mary Beth Broeren, October 22, 2008. Updated December 18, 2008 and April 7, 2009.

### 3.11 REFERENCES

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